

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Pacific Seaflight

Alaska Manufacturing Extension Partnership

Pacific Sea Flight Ready to Launch

Client Profile:

Pacific Sea Flight (PSF) is a start-up company that is implementing the first high-speed passenger ferry service employing state-of-the-art Wing-in-Ground (WIG) effect technology in the Pacific Northwest coastal region. These "flying boats" travel up to 100 feet over the surface at speeds close to commuter aircraft and at prices close to marine vessels. Because these vessels can only travel on the cushion of air created by the wing-in-ground effect, they come under the jurisdiction of the U.S. Coast Guard rather than the Federal Aviation Administration. PSF will be entering the marine transportation and tourism industry in Southeast Alaska using twelve passenger "Wingship" marine vessels. Once commercial viability is demonstrated in this region, PSF will expand to other tourist and remote destinations. PSF employs 2 people at its facility in Anchorage, Alaska.

Situation:

PSF wanted to develop an in-depth business plan that would communicate a new investment opportunity to potential investors while giving the principals more clear direction on how to implement the company's vision of reducing the cost of commuter travel between the many roadless communities in the Southeast Alaska archipelago. PSF contacted the Alaska Manufacturing Extension Partnership (AMEP), a NIST MEP network affiliate, to refine and expand its business plan in order to capture the enormous upside business potential. The company also sought AMEP's incubator services to host and facilitate a week-long session to write an operations and training manual.

Solution:

AMEP took PSF through a multi-session visioning and scoping process to flush out the many facets of the business plan, from financials to capitalization to marketing and operations. AMEP also provided follow-up coaching on the plan to position it for angel investors and introduced the company to an angel investment group. PSF used AMEP's facilities to host the writing of the training and operations manual, reducing costs by \$5,000 while improving productivity of the writing staff.

Results:

- * Reduced costs by \$5,000.
- * Developed in-depth business plan.

Testimonial:

"The Alaska Manufacturing Extension Partnership provided facilities and services which have been essential to our efforts to finalize and refocus our business plan. Their assistance has been instrumental in crystallizing our vision and concepts for service definition and business modeling. We now have an investor-ready product ready for implementation."

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Linus Romey, President